

Application Data Sheet

Application Information

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| Application Type:: | Regular |
| Subject Matter:: | Utility |
| Suggested classification:: | |
| Suggested Group Art Unit:: | |
| CD-ROM or CD-R?:: | None |
| Computer Readable Form (CRF)?:: | No |
| Title:: | MERCHANDISING SYSTEM |
| Attorney Docket Number:: | 023720-0339 |
| Request for Early Publication?:: | No |
| Request for Non-Publication?:: | No |
| Suggested Drawing Figure:: | 1 |
| Total Drawing Sheets:: | 19 |
| Small Entity?:: | No |
| Petition included?:: | No |
| Secrecy Order in Parent Appl.?:: | No |

Applicant Information

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| Applicant Authority Type:: | Inventor |
| Primary Citizenship Country:: | US |
| Status:: | Full Capacity |
| Given Name:: | Gary M. |
| Family Name:: | Richter |
| City of Residence:: | Waukesha |

State or Province of Residence:: Wisconsin
Country of Residence:: US
Street of mailing address:: 2931 Sandra Lane
City of mailing address:: Waukesha
State or Province of mailing address:: WI
Postal or Zip Code of mailing address:: 53188

Applicant Authority Type:: Inventor
Primary Citizenship Country:: US
Status:: Full Capacity
Given Name:: M. Scott
Family Name:: Bryson
City of Residence:: Brookfield
State or Province of Residence:: Wisconsin
Country of Residence:: US
Street of mailing address:: 26200 Glenmaura Place
City of mailing address:: Brookfield
State or Province of mailing address:: WI
Postal or Zip Code of mailing address:: 53005

Correspondence Information

Name:: Scott M. Day

Street of mailing address:: Foley & Lardner, 777 East Wisconsin
Avenue, Suite 3800

City of mailing address:: Milwaukee

State or Province of mailing address:: Wisconsin

Postal or Zip Code of mailing address:: 53202-5306

Phone number:: (414) 297-5872

Fax Number:: (414) 297-4900

E-Mail address:: PTOMailMilwaukee@FoleyLaw.com

Representative Information

| Representative Designation:: | Registration Number:: | Representative Name:: |
|-------------------------------------|------------------------------|------------------------------|
| Primary | 46,521 | SCOTT D. ANDERSON |
| Primary | 29,512 | RUSSELL J. BARRON |
| Primary | 39,902 | DAVID J. BATES |
| Primary | 42,308 | STEVEN C. BECKER |
| Primary | 51,495 | MICHAEL S. BRAYER |
| Primary | 52,673 | MARCUS A. BURCH |
| Primary | 35,093 | CHARLES G. CARTER |
| Primary | 44,603 | ALISTAIR K. CHAN |
| Primary | 26,416 | JOHN C. COOPER III |
| Primary | 34,144 | JEFFREY N. COSTAKOS |
| Primary | 52,801 | SCOTT M. DAY |
| Primary | 30,844 | BARRY L. GROSSMAN |

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|---------|--------|---------------------------|
| Primary | 47,619 | JEFFREY S. GUNDERSEN |
| Primary | 48,367 | JOHN M. LAZARUS |
| Primary | 47,746 | KENNETH G. LEMKE |
| Primary | 40,365 | KEITH D. LINDENBAUM |
| Primary | 39,282 | DAVID G. LUETTGEN |
| Primary | 52,008 | M. SCOTT MC BRIDE |
| Primary | 35,610 | RICHARD J. MC KENNA |
| Primary | 32,505 | JAMES G. MORROW |
| Primary | 50,755 | SCOTT C. NIELSON |
| Primary | 45,651 | JASON E. PAULS |
| Primary | 38,276 | TODD A. RATHE |
| Primary | 30,128 | MICHAEL D. RECHTIN |
| Primary | 48,580 | MARCUS W. SPROW |
| Primary | 47,959 | M. REED STAHELI |
| Primary | 43,193 | JEAN M. TIBBETTS |
| Primary | 44,456 | CHRISTOPHER M. TUROSKI |
| Primary | 38,646 | JOHN A. VANOPHEM |
| Primary | 34,279 | JAMES A. WILKE |
| Primary | 35,421 | JOSEPH N. ZIEBERT |
| Primary | 40,883 | WALTER E. ZIMMERMAN |

Domestic Priority Information

| Application:: | Continuity Type:: | Parent Application:: | Parent Filing Date:: |
|------------------|--------------------|-------------------------|-------------------------|
| This Application | Non-Provisional Of | 60/408,752 | 9/6/2002 |

Foreign Priority Information

| Country:: | Application number:: | Filing Date:: | Priority Claimed:: |
|-----------|-------------------------|---------------|--------------------|
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Assignee Information

Assignee name:: DCI Marketing, Inc.